

# **NC Recycling Campaigns and Use of Social Marketing/Social Media**

**Kelley Dennings**



Why recycle?

Recycling Cycle

Music & videos

Games

Survey

Links

- Artwork
- Composting
- Environmentally Preferable Procurement
- Environmental Education
- Grants
- Lesson Plans & Activities

**R-E-C-Y-C-L-E it begins with you and me!**





**Hello!**  
**Welcome to the Home of the Recycle Guys!**  
We want you to help keep North Carolina beautiful through recycling and waste reduction.

 Be our Friends! Recycle Guys are on [Facebook!](#)

**Videos**

The Recycle Guys are TV stars! Click below to see their commercials!






**Happy Cinco de Mayo from the Recycle Guys!**

<http://www.recycleguys.org/>



**RE3.org**  
reduce. reuse. recycle.

home media mix for coordinators where to recycle sponsors about

**WE LOVE OUR INTERNS!** We are now accepting applications for graphic design and communication interns!

what's up

WHATCHA THINK?  
NOTHING BUT THE TRUTH  
SAY CHEESE

REDUCE  
REUSE  
RECYCLE

facts

follow us on **twitter!**  
twitter

facebook Home Profile Friends Inbox  
**RE3.org** A ultimate nogglin. on Wednesday  
facebook

youtube

<http://www.re3.org/>





Encouraging North Carolina to recycle more!

[Home](#) [About](#) [Contact](#) [Events](#) [For Coordinators](#) [Sponsors](#)

[Where to Recycle](#)

[Who to Ask](#)

[Recycle on the Go](#)

[Kids & Recycling](#)

[Links](#)

[Take our Survey](#)



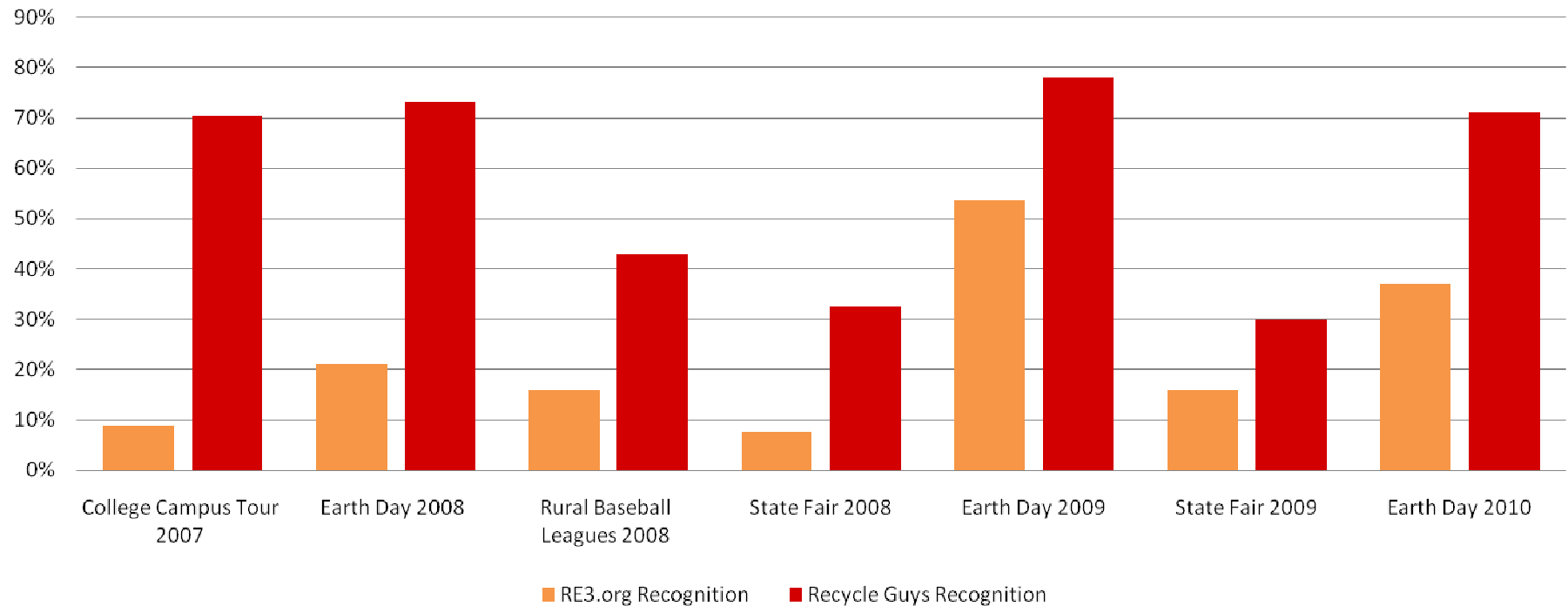
<http://www.recyclemorenc.org/>



# Surveys



## Campaign Brand Recognition



# Recycle Guys & RE3.org Brand Recognition



5. Have you seen the picture above before?

☒ YES

☐ NO

6. If yes, where? school



# Social Marketing



- Identifying barriers
- Developing a strategy
- Conducting a pilot
- Evaluating the strategy



# COMMITMENT

- Large better than Small
- Written better than Verbal
- Public commitment is BEST!



<http://www.p2pays.org/socialmarketing/commitment.asp>

# PROMPTS

They should be:

1. Easily noticeable
2. Self explanatory
3. In close proximity to where the activity occurs
4. Encourage positive behaviors

- Magnets with local recycling information



<http://www.p2pays.org/socialmarketing/prompts.asp>

# NORMS

If you observe someone you like or respect doing an activity you are more likely to want to do that same activity.



<http://www.p2pays.org/socialmarketing/norms.asp>



# INCENTIVES

1. Pair the incentive with the behavior
2. Make it visible
3. Consider the size of the behavior
4. Look for non-monetary incentives like good PR



<http://www.p2pays.org/socialmarketing/incentives.asp>


# COMMUNICATING THE MESSAGE

- Know your audience
- Frame your message so it easy to remember
- Provide goals & feedback
- Emphasize personal contacts



<http://www.p2pays.org/socialmarketing/communication.asp>





[MarketPlace](#)

Household's 2001 Estimate: 27,232
51st St N
201th Rd N

Estimated Households Within Census Tract
Estimated Tax

Market Status: Stable

[Home](#)
[Subscriber Login](#)
[ZIP Code Look-Up](#)
[Segment Look-Up](#)
[Using MyBestSegments](#)
[Learn More](#)
[Sign Up Online](#)
[FREE Report](#)

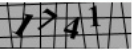
### ZIP Code Look-up

PRIZM NE
▼

► PRIZM NE Segmentation System

Enter 5-digit ZIP CODE

Enter the security code shown below \* :




\* This is to improve performance and prevent unauthorized automated scripts.




Cary, NC 27511's most common PRIZM NE Segments are:

Number	Name
12	<a href="#">Brite Lites, L'il City</a>
27	<a href="#">Middleburg Managers</a>
10	<a href="#">Second City Elite</a>
13	<a href="#">Upward Bound</a>
06	<a href="#">Winner's Circle</a>

Click on the segment name for more detail.  
**Please Note:** Segments are listed in alphabetical order by segment name. You must [log in](#) to view segments in order of their predominant concentration of households within the selected ZIP Code.




http://MyBestSegments.com



# COMMUNICATING THE MESSAGE



## **Web 2.0 - “It’s not an audience, it’s a community”**

What does Social Media Do?

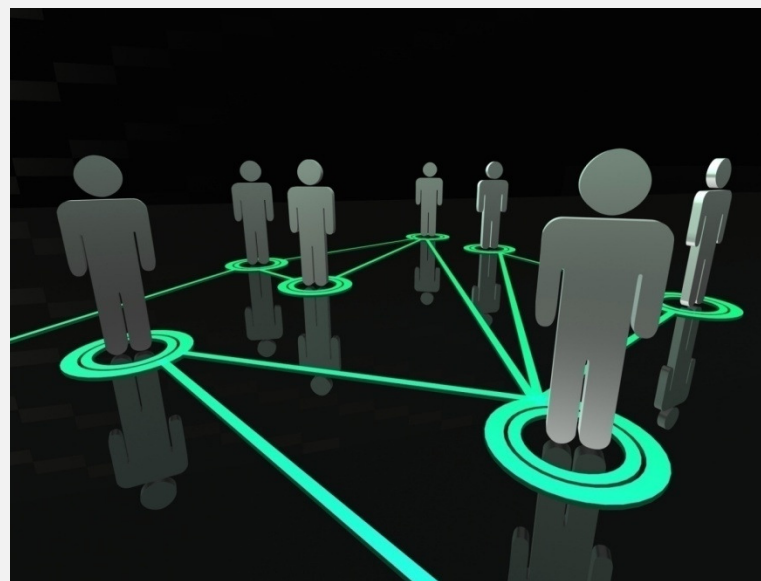
- Becomes a collaborative platform
- Harnesses collective intelligence
- Enables everyone to be a content creator
- Provides greater access to knowledge
- Encourages media multiplexity
- Expands and manages social networks

- Craig Lefebvre

“The most frequently cited benefit of the Internet was in helping people tap into [their] social networks”.


- Susannah Fox

Infovark





# Blog



reduce · reuse · recycle

Share Report Abuse Next Blog»

Create Blog Sign In

RE3.org is a campaign working to spread information about the importance of recycling in North Carolina. Please join the effort.

## Blog Archive

Blog Archive

## Subscribe To

Posts  
All Comments

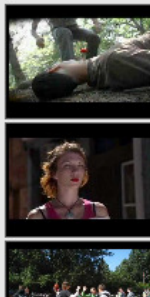
## Recycling e-newsletters sent 6 times/year.

Join the RE3.org mailing list

Email:

Privacy by  SafeSubscribe™  
For Email Marketing you can trust

## RE3.org commercials



10.08.2010

### Another incentive campaign from Coke – Get Caught Green Handed




August 5, 2010, Charlotte, NC—Coca-Cola and Harris Teeter are joining the city of Charlotte in an effort to promote new recycling bins in the Center City—and those "caught" recycling can win cash, food and drinks.

Building on their successful curbside Recycle and Win program, Coca-Cola and Harris Teeter are launching a Get Caught Green Handed campaign to highlight Charlotte's 15 new recycling bins in the Center City. An incognito prize patrol will "catch" a person using the new recycling bins and reward the person with a \$25 Harris Teeter gift card, as well as a deli sandwich and 20-ounce Coke from Harris Teeter's uptown store.

Each of the 288 winners over the three-month program will receive a giant "I Got Caught Green Handed" foam hand to show off to co-workers to encourage them to recycle. In addition, Coca-Cola will promote the new recycling bins with vend snipes on hundreds of Coke machines throughout Uptown Charlotte and on posters in food outlets and in office break rooms.

"Coca-Cola is proud to be a part of this fun and exciting partnership with Harris Teeter and the City of Charlotte to promote uptown recycling," said Lauren Steele, VP Corporate Affairs for Coca-Cola Consolidated. "Our curbside Recycle and Win program was very successful in promoting residential recycling and creating recycling opportunities in Uptown is the next logical step."

"Harris Teeter is excited to participate in this new partnership designed to increase recycling in Uptown Charlotte. Programs like Get Caught Green Handed engage consumers in a fun way and help build positive recycling habits," said Jennifer Thompson, Harris Teeter director of communications. "We look forward to rewarding winners in the Get Caught Green Handed promotion with a \$25 gift card, a free sub sandwich and 20 oz Coke product at our Uptown location at our 325 West Sixth Street location."

Posted by RE3.org at 11:06 AM 0 comments  [Links to this post](#)

Labels: [Incentives](#)

10.07.2010

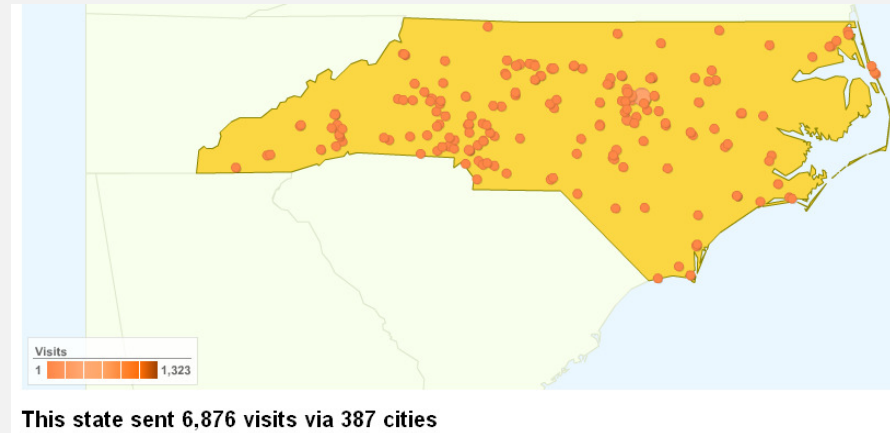
### SURVEY RESULTS- What promo item do people really want?



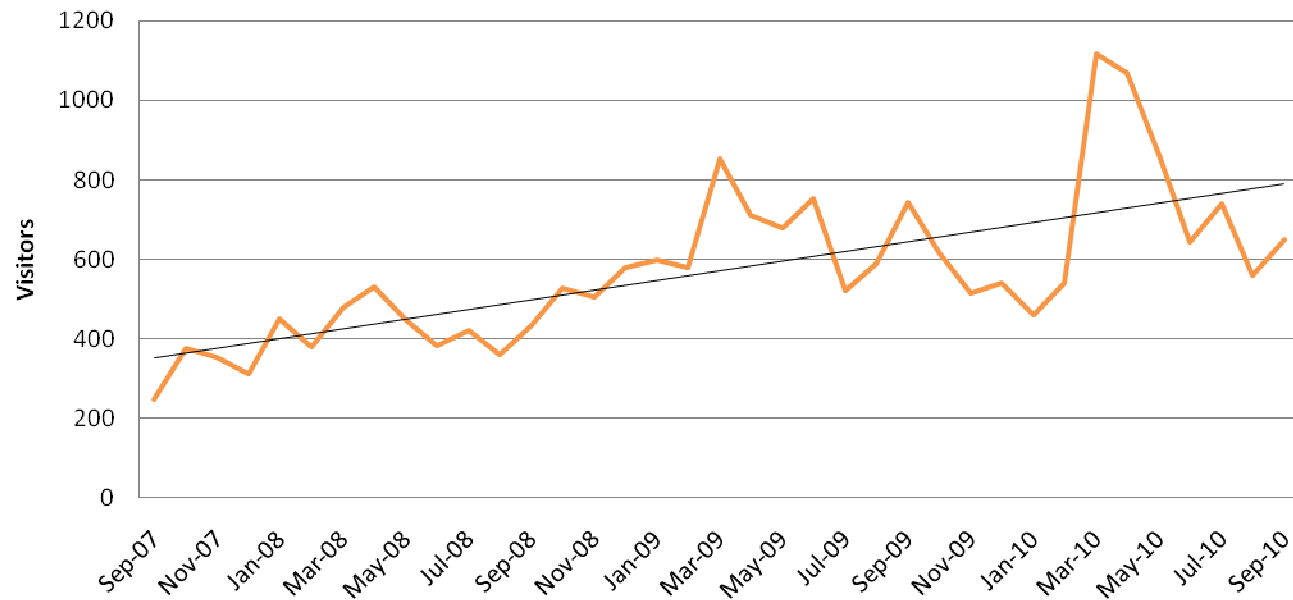
This Earth Day we asked that very question.

We administered the survey at four different events - the downtown Raleigh, N.C. State University and IBM Earth Day events along with a presentation to high school students at the Asheboro Zoo School. Overall, 292 participants took the survey; 62 percent of the respondents were female. The average age of the respondents was 31 years old.

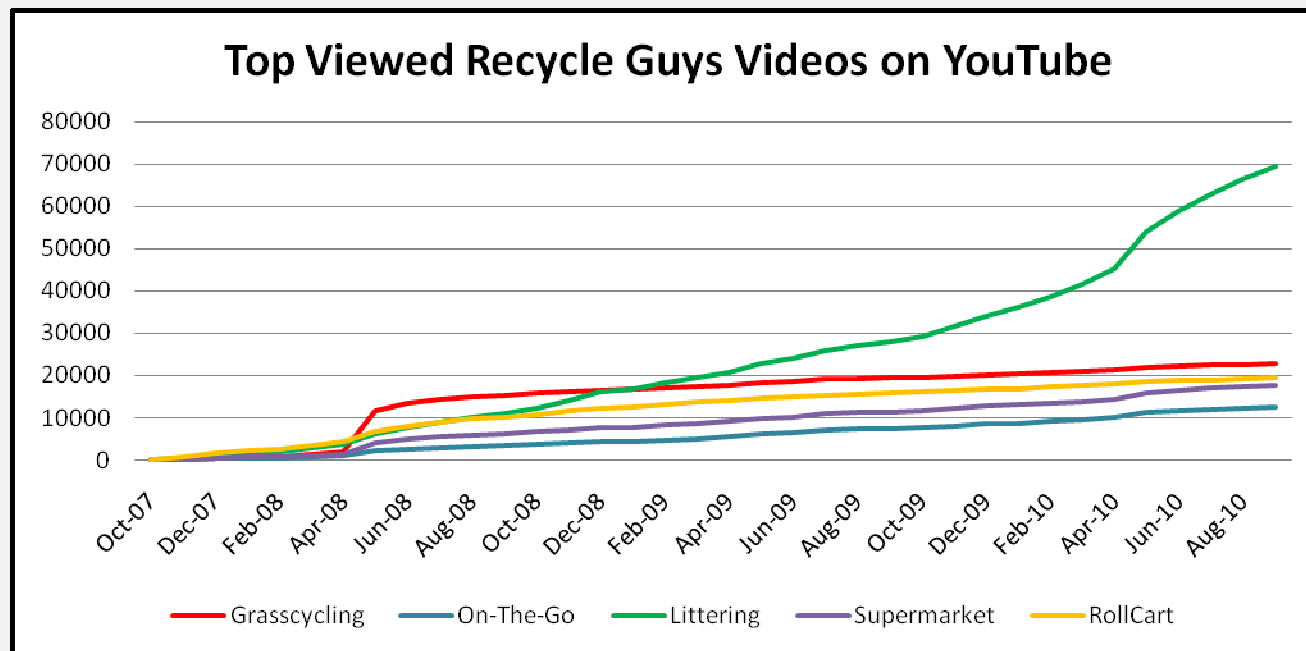
# Blog



## RE3.org Blog Total Views by Month



# YouTube





# Facebook

facebook

Email

☐ Keep me logged in

Password

Login

[Forgot your password?](#)

Sign Up

RE3.org is on Facebook

Sign up for Facebook to connect with RE3.org.



RE3.org is a social marketing campaign designed to encourage people to adopt recycling as part of their everyday behavior at home, work and on-the-go.

## Information

Location:  
North Carolina  
,

## 312 People Like This



Karen  
McPhee  
Anderson



Andy  
Coleman



Gennaro  
Coscia



Debra Long  
Hunt



Peet  
Homchuen



Josephine  
Valencia

## Favorite Pages

RE3.org



Wall

Info

Photos

Video

Events

Notes



RE3.org + Others **Just RE3.org** Just Others



**RE3.org** We're going to ReuseConex, the 1st National Reuse Conference and Expo, on Oct 17-20 in Raleigh. Will you be joining us? Info at: <http://reuseconex.org/>

October 5 at 11:19am · [Comment](#) · [Like](#)



**RE3.org** Flashback to October 1, 2009!



**NC State Brickyard Plastic Bottle Ban Freeze**

[www.youtube.com](http://www.youtube.com)

10-1-09, Hundreds of NC State students conduct smart flash mob to raise awareness for plastic bottle recycling. In NC, 14,000 jobs are created due to recycling. Recycling not only saves landfill space, but decreases our dependency on foreign oil. It is now the law to recycle your plastic bottles.

October 1 at 9:06am · [Comment](#) · [Like](#)

Megan Cain, Clare Estes Casey and Jonathan Stephens like this.



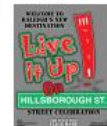
**RE3.org** It's the one year anniversary of the plastic bottle landfill ban in NC! Celebrate by eating some cake and recycling those bottles. :)

October 1 at 8:30am · [Comment](#) · [Like](#)

Chris Frazier and Rebecca Weaver like this.



**RE3.org** Tomorrow on Hillsborough St. in Raleigh: farmer's market, organic food, mini-lectures on sustainability, and music!



**Live it up on Hillsborough Street | Street Opening Celebration**

[www.hillsboroughstreet.org](http://www.hillsboroughstreet.org)

September 24 at 9:35am · [Comment](#) · [Like](#)

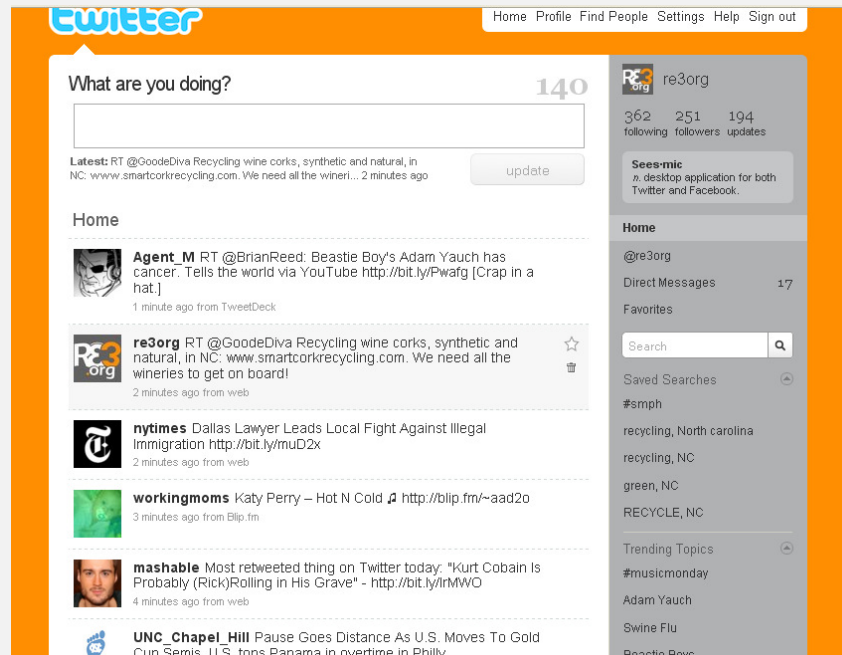


**RE3.org** "Everyone has experienced the pain of not fitting all their recyclables in their bins."

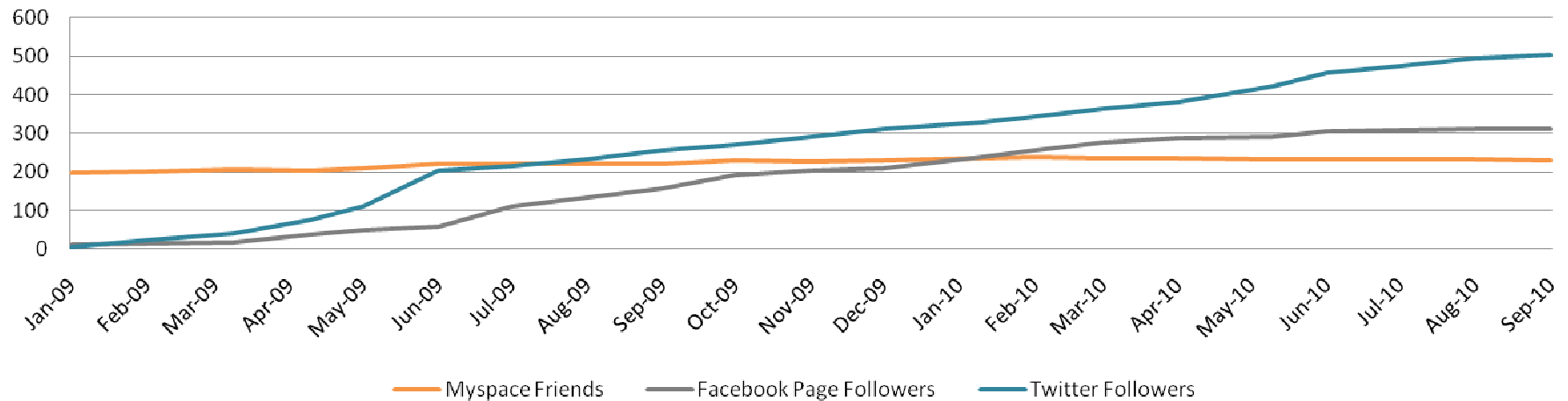


**Can Comedy Be Organic? Green? Johannah Knott and the All**

# Twitter



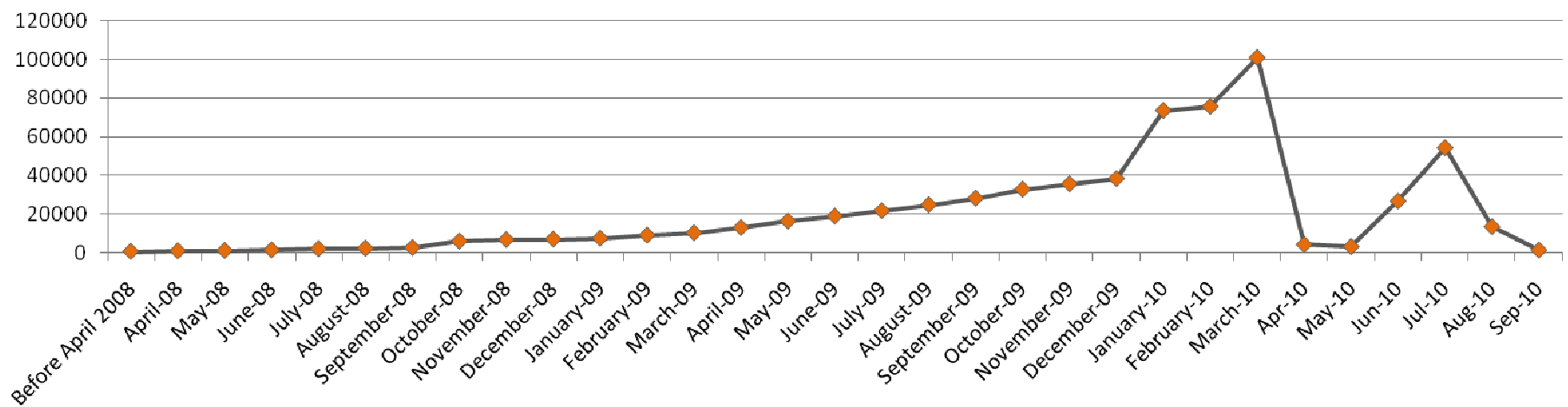
## 2009/2010 RE3.org Social Media Trends



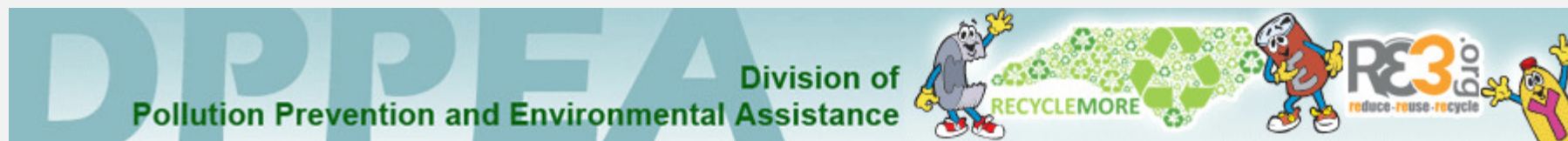
# Flickr



## RE3.org Flickr Total Views by Month







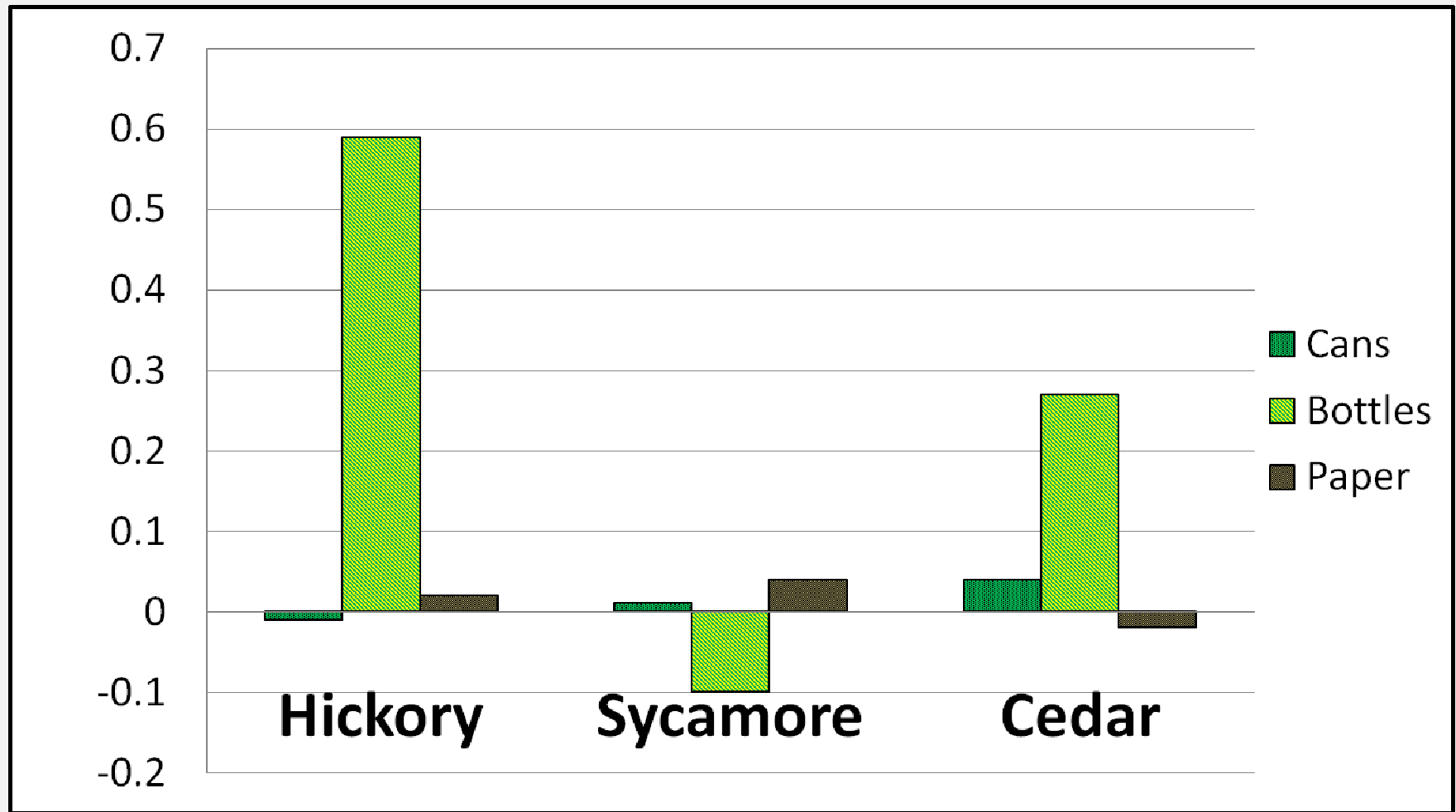
# Can social media change behavior?



# Recycling Containers

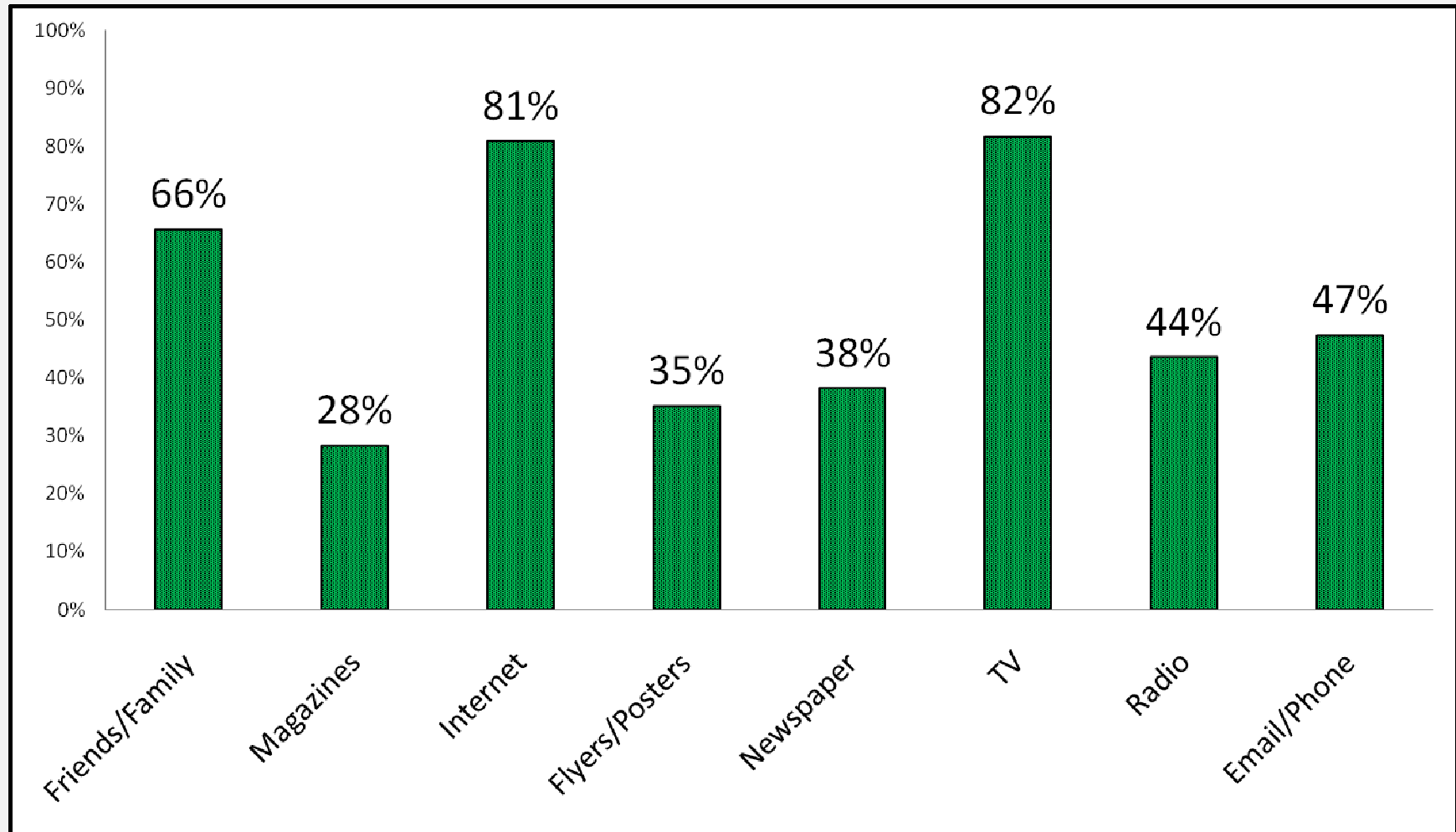


# Percent Change in Material Collected



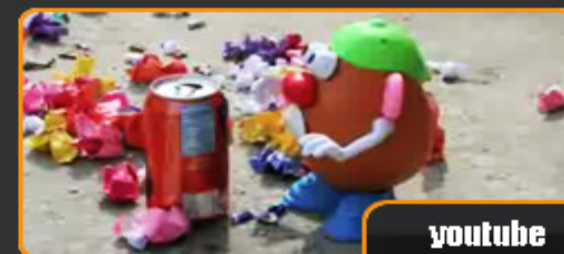
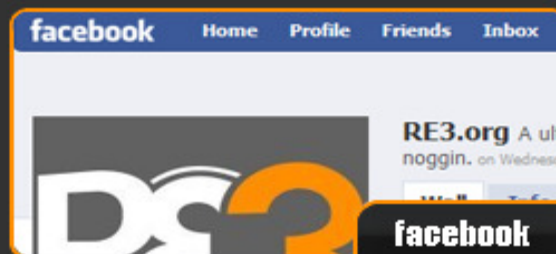
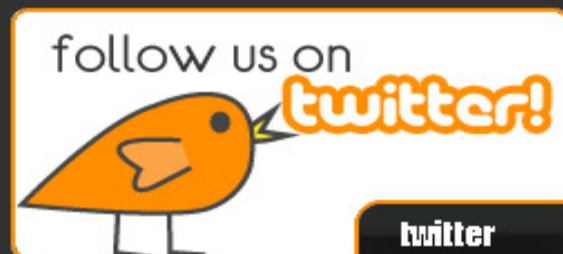


# How do you get news/info?



# RE3.org Social Media Sites

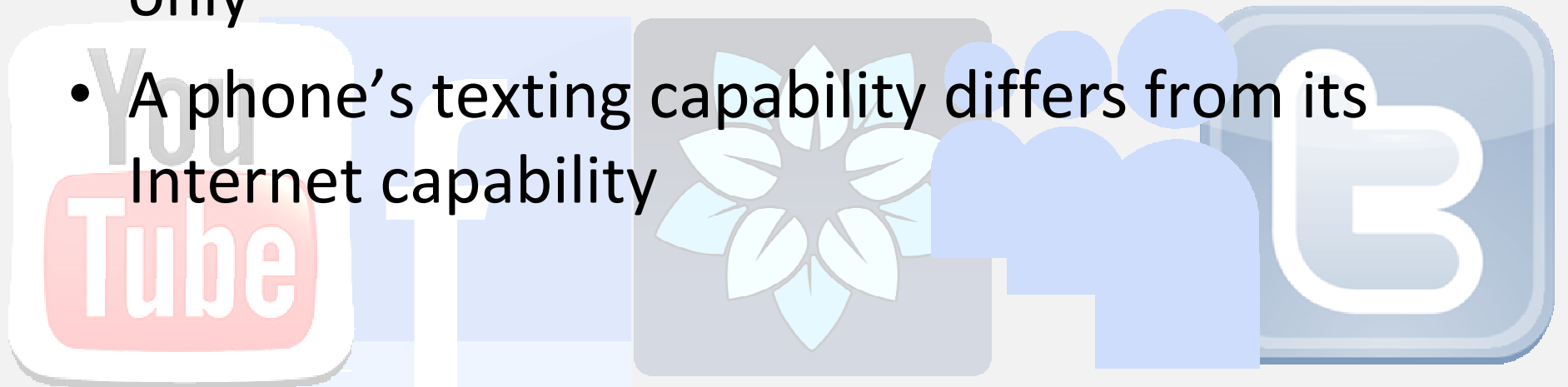
Type	Impact
RE3.org Blog <a href="http://re3org.blogspot.com">http://re3org.blogspot.com</a>	Between September 2007 and September 2010, the RE3.org blog had a 78 percent increase in visitors. The blog currently averages 27 visitors per day.
YouTube <a href="http://www.youtube.com/re3org">http://www.youtube.com/re3org</a>	Between October 2007 and September 2010, there have been over 68,000 views.
MySpace <a href="http://www.myspace.com/re3org">http://www.myspace.com/re3org</a>	The MySpace profile has 230 “friends” and there have been 6,721 profile views.
Facebook <a href="http://www.facebook.com/re3org">http://www.facebook.com/re3org</a>	The Facebook Group has 255 members. The Facebook Page has 310 fans. The Facebook Cause has 92 followers.
Flickr <a href="http://www.flickr.com/re3org">http://www.flickr.com/re3org</a>	There have been more than 633,686 picture views on RE3.org’s Flickr site. The most viewed picture is the ‘Reduce Reuse Recycle Green Arrows.’



# Getting Started Using Your Phone

- Mobile computing requires a Smartphone
- Cell plan must include Internet access
- Media applications are generally not created for older cell phones, but for new cell phones only

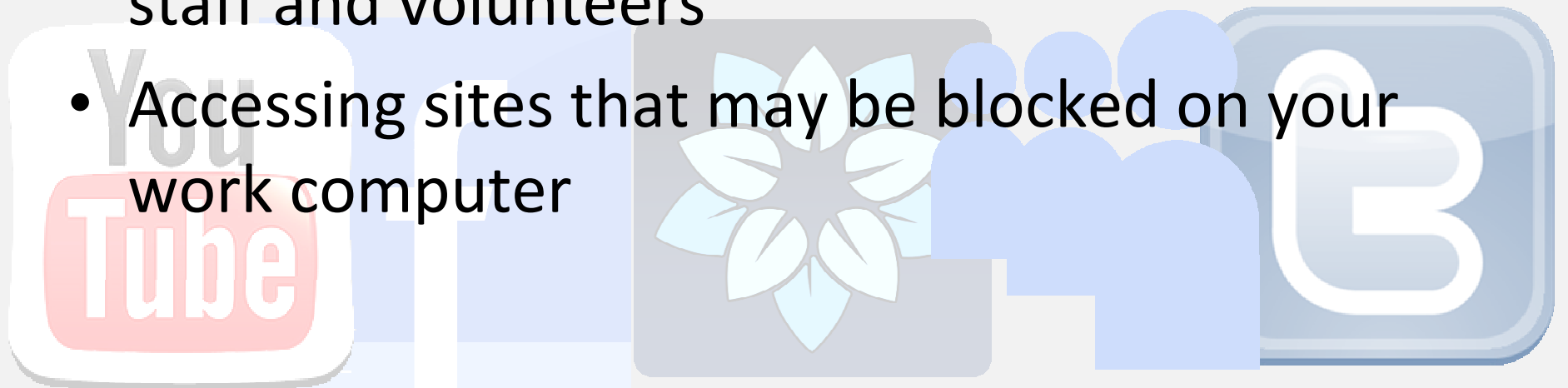
- A phone's texting capability differs from its Internet capability





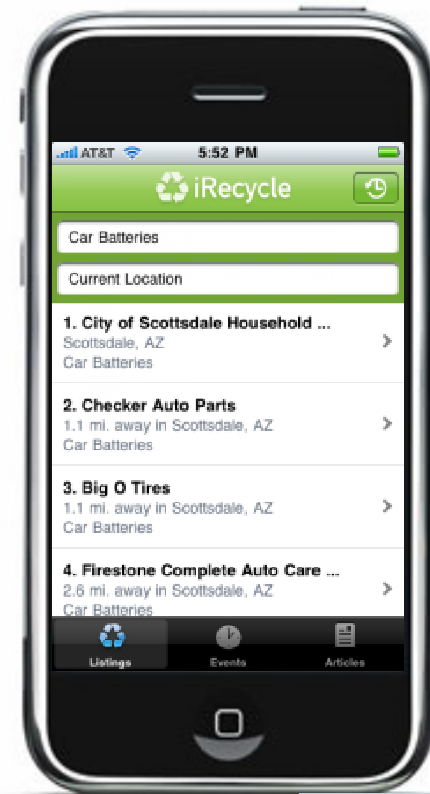
# Benefits of Mobile Computing

- Real time up-dates of social media during an event
- Uploading photos and videos as soon as they are taken
- Information instantly disseminated to event staff and volunteers
- Accessing sites that may be blocked on your work computer



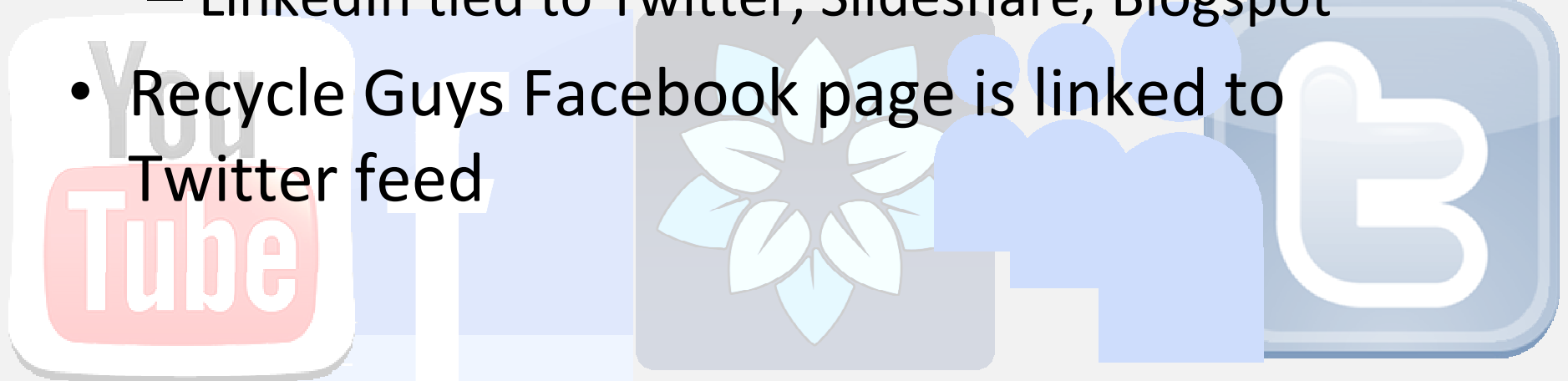
# Mobile Recycling Apps

- Suitable for those who travel often and still want to recycle
- Example: Earth911's iRecycle App
  - Search for and get directions to drop-off recycling locations for certain material in your current location or a specified zip code.
  - Search for recycling events in your area
  - Only works if Earth911 information is kept up to date!
- Some towns have their own recycling app
  - San Francisco's "Ecofinder" App



# Social Media Time Savers

- Maintaining all your social media can be time consuming
- Link your social media sites together
  - Updating one site automatically updates another
  - Facebook linked to MySpace, Twitter
  - LinkedIn tied to Twitter, Slideshare, Blogspot
- Recycle Guys Facebook page is linked to Twitter feed



# Link with Twitter

www.facebook.com/twitter



**facebook** ☐ Keep me logged in [Forgot your password?](#)  
runrgirl2003@yahoo.com Password

Facebook helps you connect and share with the people in your life.

## Link your Facebook Page to Twitter

Now share anything with fans and followers, all from one place.

This feature only works with Facebook Pages.  
A Facebook Page is a special kind of profile for businesses, bands and public figures. [Read more about Facebook Pages.](#)

Share everything you publish... ...or pick and choose.

In celebration of tonight's Mad Men: 13 ad men... fame in other fields... <http://bit.ly/qnuxx>  
4:49 PM Aug 19th from Facebook

New mugs. (Who you callin' perky?): <http://bit.ly/RAqkK>  
10:39 PM Aug 18th from Facebook

This is what happens when Chris gets ahold of the agency snack list. <http://bit.ly/5LI3j>  
6:02 PM Aug 16th from Facebook

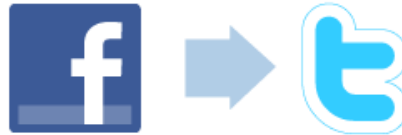
Share status updates, links, photos, notes, and events with your followers on Twitter, directly from your Facebook Page.

 **3 Advertising**  
Linked to Twitter (as 3Advertising) [Unlink from Twitter](#)  
[Edit settings](#)

- ☒ Status updates
- ☒ Links
- ☒ Photos
- ☒ Notes
- ☒ Event creations

Choose the kinds of things you want to share both on Twitter and Facebook.





## Link Your Pages to Twitter:

**Recycle More NC**

Not Linked to Twitter

[Link to Twitter](#)**RE3.org**

Not Linked to Twitter

[Link to Twitter](#)**Recycle Guys**

Linked to Twitter (as RecycleGuys)

[Edit Settings](#)✓ **Linked to Twitter**[Unlink from Twitter](#)

twitter



### An application would like to connect to your account

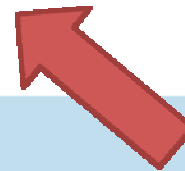
The application **Facebook** by **Facebook** would like the ability to **access and update** your data on Twitter. Not using Twitter? [Sign up](#) and [Join the Conversation!](#)

Username or Email:

Password:

Deny

Allow



Twitter takes your privacy very seriously.

**Please ensure that you trust this website with your information before proceeding!**

By clicking "Allow" you continue to operate under Twitter's Terms of Service. You may revoke access to this application at any time by visiting your Settings page.

Tube

✔ **Linked to Twitter**

You're now sharing your Page updates on Twitter as RecycleMoreNC.  
You can always [undo this](#).

**Link Your Pages to Twitter:****Recycle More NC**

Linked to Twitter (as RecycleMoreNC)

[Edit Settings](#)

- ☒ Status Updates
- ☒ Photos
- ☒ Links
- ☒ Notes
- ☒ Events

[Save Changes](#)[Cancel](#)✔ **Linked to Twitter**[Unlink from Twitter](#)**RE3.org**

Not Linked to Twitter

[Link to Twitter](#)**Recycle Guys**

Linked to Twitter (as RecycleGuys)

[Edit Settings](#)✔ **Linked to Twitter**[Unlink from Twitter](#)

# Link with LinkedIn

Basic Account: Upgrade

Welcome, Kelley Dennings · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

**LinkedIn** 

[Home](#)

[Profile](#)

[Contacts](#)

[Groups](#)

[Jobs](#)

[Inbox \(2\)](#)

[More...](#)



Advanced

## Applications

[FAQ](#) [Feedback](#) [Browse More Applications](#)

**LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective.** Applications are added to your homepage and profile enabling you to control who gets access to what information.

Google



### Google Presentation

by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.



### SlideShare Presentations

by SlideShare Inc

**SlideShare** is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.

LinkedIn



### Polls

by LinkedIn

The **Polls** application is a market research tool that allows you to collect actionable data from your connections and the professional audience on LinkedIn.



### Company Buzz

by LinkedIn

Ever wonder what people are saying about your company? **Company Buzz** shows you the twitter activity associated with your company. View tweets, trends and top key words. Customize your topics and share with your coworkers.

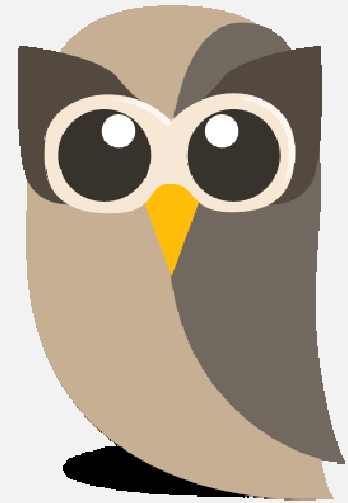


# The Share Function

All social media sites have the share function that lets you easily send something to your other social media by simply clicking the share button



# HootSuite



- **Hootsuite 101:**
  - Allows you to manage multiple social media networks via one site
  - Use with Twitter, Facebook, Myspace, LinkedIn, and more
  - Mobile app available for iPhones
  - “Hootlet” bookmark app to make posting easier
- **How to get started:**
  - [www.hootsuite.com](http://www.hootsuite.com)
  - Create an account

A screenshot of the HootSuite sign-up page. The page has a white background with a grey header containing the HootSuite logo and the text "The Professional Twitter Client". Below the header is a large "sign up" button. The main content area is titled "Create Your Account" and contains several input fields: "Email Address:", "Full Name:", "Password:", "Confirm Password:", and "Time Zone:". There are also checkboxes for "Add Social Networks" and "Start Managing!". A "Create Account" button is at the bottom. A yellow banner at the top right says "Create HootSuite Account".

**sign up**

**Create Your Account**

Email Address: \*

Full Name: \*

Password: \*

Confirm Password: \*

Time Zone: \*

Select your local timezone...

Subscribe to HootSuite newsletters: ☒

\* Required field

**Create Account**

**Create HootSuite Account**

☐ Add Social Networks

☐ Start Managing!

- Manage your social media accounts on one page

0  
chars

Select Social Network(s) **All** | None

Shrink It

Send Later

Send Now

RE3.org Twitter
Facebook Pages
RE3.org Myspace

Last update: 3:07PM | Edit Tab

Home Feed (re3org)

**DSIcomedy**  
3:07pm, May 11 from Facebook  
JUNE 2010 Summer Kickoff - Standup Comedy moves to Thursday 9PM (6/3), MISTER DIPLOMAT moves to 1030 Friday (6/4),... <http://bit.ly/bU5y9L>

**BourneMedia**  
3:06pm, May 11 from Power Twitter  
The hardest thing about web video is not making it, it's getting someone to watch it.

**richardpbacon**  
3:06pm, May 11 from Tweetie  
Cameron's sitting in traffic on his way to the Palace. People are walking up to his car window taking photos. Mental.

**Etsy**  
3:04pm, May 11 from TweetDeck  
Old objects get a new, recycled life in today's Etsy Finds: <http://bit.ly/bDD2dK>

**greenpeaceusa**  
3:04pm, May 11 from HootSuite  
A large #oilspill is very rare and not considered a reasonably foreseeable impact. Are you convinced by Big Oil's logic? <http://ow.ly/1JKJC>

**CoryBooker**  
3:04pm, May 11 from Web  
Democracy is not a spectator sport, it is a full engagement, participatory endeavor.

Mentions (re3org)

**Recojeans**  
3:26pm, May 10 from Web  
@re3org No problem, I love your Tweets. We make jeans with recycled fiber so it's great hearing more news about recycling & reusing  
Show Conversation

**WasteManagement**  
3:14pm, May 10 from Web  
Very cool! RT @re3org Stumbled across these a few days ago. Crayons made from recycled crayons @urbanoutfitters. <http://ht.ly/1ljo8>

**Recojeans**  
1:51pm, May 10 from Web  
@re3org Adorable comic :) Just RTd  
Show Conversation

**SWANA**  
3:42pm, May 07 from Web  
That's so nifty! RT @re3org Stumbled across these a few days ago. Crayons made from recycled crayons @urbanoutfitters. <http://ht.ly/1ljo8>

**jyjin**  
3:17pm, May 07 from Web  
RT @re3org You can make your own recycled crayons! <http://bit.ly/aE1mJH>

**recyclechick**  
2:17pm, May 07 from TweetDeck

RE3.org (re3org)

388 Followers  
491 Following  
528 Updates

Location:  
Raleigh, North Carolina

Report Spammer

RE3.org is North Carolina's second recycling campaign and encourages recycling from the mountains to the coast!

Web: <http://re3.org>  
Twitter: <http://twitter.com/re3org>

Last Update: (12:44pm, May 11 from Web)

Gearing up for Friday's social media webinar. Anyone signed up?

View more tweets from RE3.org

Follow Unfollow DM Reply Add To List

**re3org**  
2:20pm, May 07 from Web  
You can make your own recycled crayons too: <http://bit.ly/aE1mJH> Thanks for the link @recyclechick!

**re3org**  
1:46pm, May 07 from HootSuite  
Stumbled across these a few days ago. Crayons made from recycled crayons @urbanoutfitters. <http://ht.ly/1ljo8>

**re3org**  
5:15pm, May 05 from HootSuite  
Happy #CincodeMayo everyone! Don't forget to recycle while you are out celebrating. :)

**Raleigh**  
10:48pm  
Welcome tweets @sch... for twe...

**Durham**  
10:00pm  
Welcome tweets @sch... for twe...

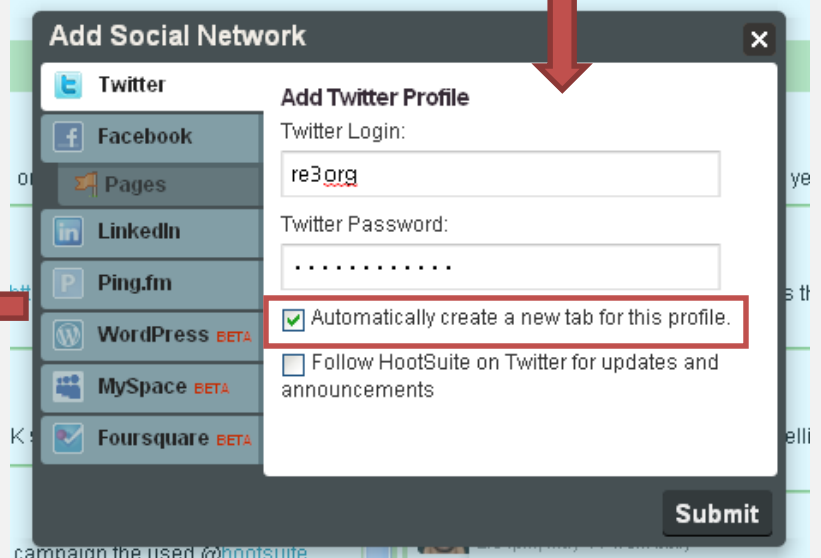
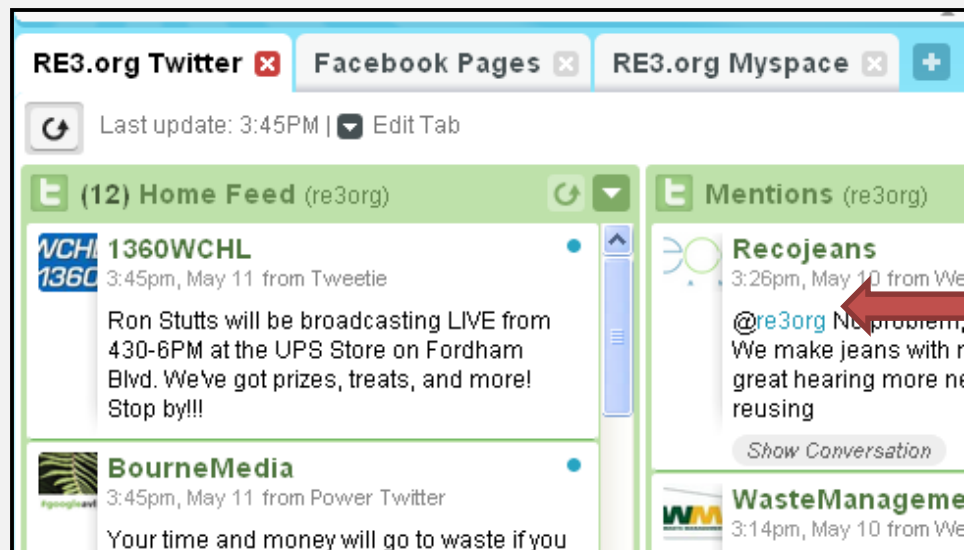
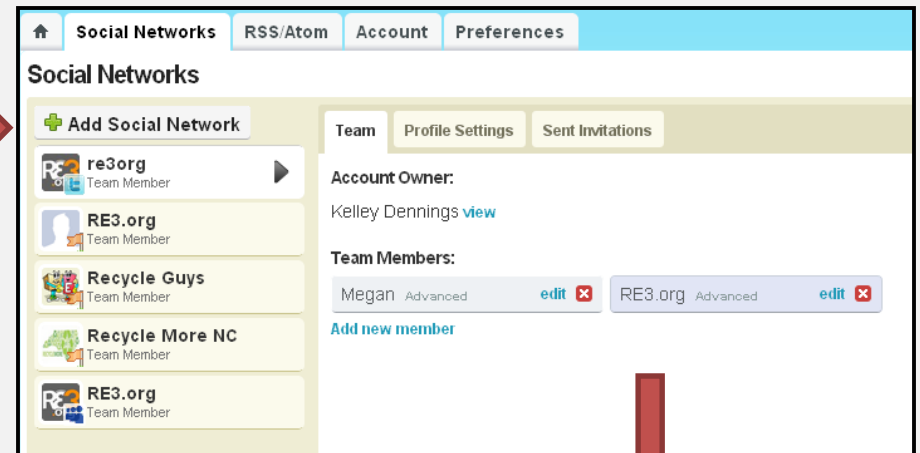
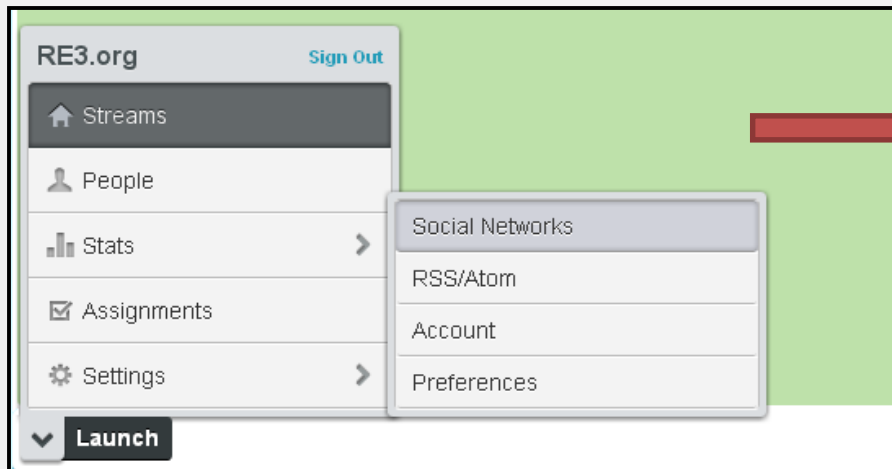
**Gree**  
1:15pm  
310 W Thank

**Aved**  
10:55pm  
Hi there be abl info ar day-l-A

**Gree**  
11:33am  
Hi Kelson's decals Gsoj 1

**Reus**  
1:20pm

# Adding Social Media Sites





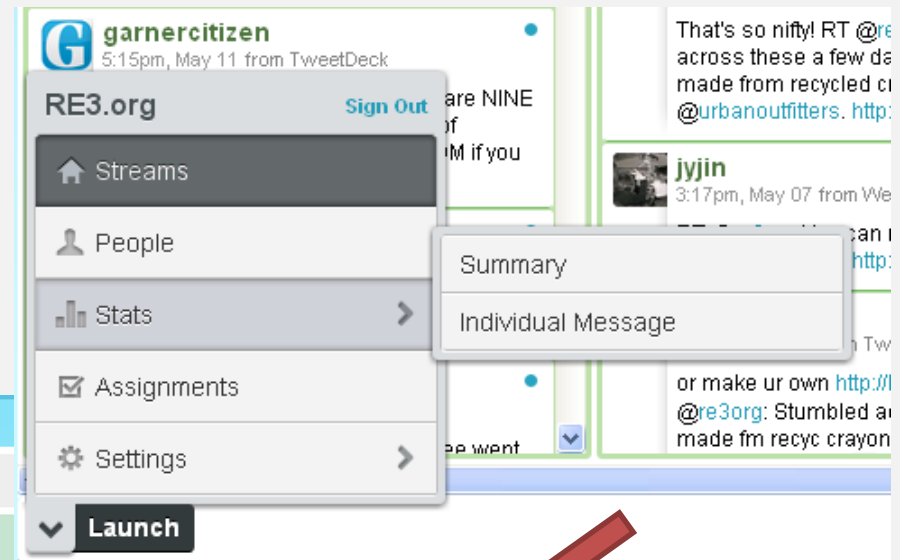
# HootSuite

- **Updating your status:**
  - Send one update to all your social networks
  - Shrink URL
  - Add photos/documents
  - Draft and queue posts

The screenshot shows the HootSuite dashboard in a web browser. The address bar displays <http://hootsuite.com/dashboard>. The top navigation bar includes links for Tumblr, Flickr, Facebook, Twitter (@re3org), and HootSuite, along with a 'Share on Tumblr' button and a 'Hootlet' icon. A red rectangular box highlights the central update area, which contains a text input field with the placeholder 'Type your update here! http://ow.ly/1KHUh', a '41 chars' character count, a 'Select Social Network(s) All | None' dropdown, and buttons for 'Shrink It', 'Send Later', and 'Send Now'. Below this, a tabbed interface shows 'RE3.org Twitter', 'Facebook Pages', and 'RE3.org Myspace'. The main content area is divided into four columns: 'Home Feed (re3org)', 'Mentions (re3org)', 'Sent Tweets (re3org)', and 'Dir'. The 'Home Feed' column shows a post from 'sm1guru' at 1:09pm, May 13, from Ustream, and a post from 'YahooGreen' at 1:08pm, May 13, from Web. The 'Mentions' column shows a post from 'OrderUpOrg' at 12:31pm, May 13, from Twitterific, and a post from 'Ix69' at 12:23pm, May 13, from TweetDeck. The 'Sent Tweets' column shows a post from 're3org' at 12:11pm, May 13, from HootSuite, and a post from 're3org' at 12:44pm, May 11, from Web. The 'Dir' column is partially visible on the right.

# HootSuite

- **Checking your performance metrics:**
  - Check how many times links have been clicked
  - Must use the owl.ly URL shortener
  - 24hr, 7 days, 30 days, or custom date reports
  - Shows referrals and regional stats
  - Shows most popular links you have posted to Twitter



# Resources

- Recorded webinar about how to start using social media and Copy of 12/09 Resource Recycling article about RE3.org's use of social media - <http://www.re3.org/coordinators.htm>
- Full report regarding Social Media and Behavior Change at UNC-Charlotte - [www.p2pays.org/ref/50/49992.pdf](http://www.p2pays.org/ref/50/49992.pdf).
- Copy of this presentation on SlideShare - <http://www.slideshare.net/ncdenr>
- NC Governor's policy and how-to regarding social media [http://www.records.ncdcr.gov/guides/best\\_practices\\_socialmedia\\_usage\\_20091217.pdf](http://www.records.ncdcr.gov/guides/best_practices_socialmedia_usage_20091217.pdf)  
<http://www.records.ncdcr.gov/socialmedia/index.html>



# Thank you.

Feel free to contact me:

<http://www.linkedin.com/in/kelleydenning>

<http://kelleydenning.tumblr.com/>

<http://twitter.com/kdenning>